

FSC-99-B

ROU Brief - 6/11/97

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

CONTENTS	► Home Office to Field Sales Communications (Contact: Dick Luongo, #6110)	► Internet E-Mail Available for KAM's/AM's (Contact: Chris Minner, #1642)
<ul style="list-style-type: none">• Mercury/Analyzer Updates• New Cigarette/Tobacco Store (CTS) 8-Case Displays• Home Office to Field Sales Communications• Internet E-Mail Available for KAM's/AM's	<p>Based on Field Sales recommendations, following steps will be taken to improve Home Office to Field Sales communications:</p> <ul style="list-style-type: none">• FSC letters classified and sent from Winston-Salem as follows:<ul style="list-style-type: none">- "A" letter to <u>selected Managers</u> as designated on FSC grid.- "B" letter to all Managers.- "C" letter to <u>all Managers and all Sales/Retail Representatives</u>.• All FSCs, including ROU Brief, to be sent to <u>all Managers</u> from Winston-Salem (B letter) unless otherwise indicated.• Acronyms reduced and more clearly defined.• FSC updates to be sent as addendum to original letter instead of separate letter to minimize confusion.• Indexing developed for ROU Brief to improve retrieval procedures due to multiple topics.<ul style="list-style-type: none">- Document called "Contents" created which lists topics in each ROU Brief.- Microsoft Word document posted on the G:/drive under G:/Sales/Brief.- "Read-file" only, available 6/16/97.• Will eliminate Rep vs. ROU designation in ROU Brief. ROU to determine what Reps need to receive.• Quarterly workplan marketing objectives to be streamlined; will focus on monthly/quarterly promotion objectives (effective with fourth quarter workplan).• Will provide capability to utilize quarterly workplan POS pages as order forms (effective with fourth quarter workplan).• Whenever possible, will communicate systems problems/corrections via voicemail (national) or e-mail (local).• Whenever possible, systems updates communicated one week in advance via FSC letter/ROU Brief.• Communicate any further recommendations to Dick Luongo, extension #6610, Fax #7851, e-mail Luongo, Richard J.	<ul style="list-style-type: none">• Internal company e-mail facility expanded to provide RJR field users ability to send e-mail across Internet network. Service available to any KAM/AM wanting to communicate with customers using Internet e-mail.• RJR customers must have an Internet e-mail address before Internet e-mail can be sent. Customers with Internet e-mail can provide an e-mail address, i.e., "JONESB@AOL.COM" or "SMITH@KROGER.COM". As information: America On-line, CompuServe, and others provide access to Internet and Internet e-mail.• Sending/receiving Internet e-mail messages same as company e-mail. Internet e-mail received during normal communication with company mail and viewed in same manner. Sending message to customer no different, other than addressing document to outside source.• Access to Internet e-mail function obtained by e-mailing request to Chris Minner. Access established and user notified via e-mail with instructions for setup and use.• Be aware of following Internet e-mail issues:<ul style="list-style-type: none">SECURITY Internet e-mail IS NOT secure. Nothing confidential should be sent via Internet e-mail. Only information that could be read by anyone using Internet should be sent.ATTACHMENTS Attachments such as Word Documents and Excel Spreadsheets can be sent using Internet e-mail; however, receiving Internet e-mail user must have Word or Excel Package on their computer to read attachment.• <i>If Judy wants to use Send E-mail to Chris Minner who will handle & provide instructions on use!</i>
		51859 0931

To: Noonan, R, Ridge, Robert, Burrows, Robert, Westenberger, R, Smith, Richard A., Jurgensen, Kurt T., Leonard, John M., Norris, Chuck H., Eckardt, Diane C.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 6/13/97 8:49
Opened: 6/13/97 8:49
Subject: FWRD: FSC-99-B ROU Brief

Forwarding the following - any questions, please advise...

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: FSC-99-B ROU Brief
Posted: 06/12/97 18:51
Priority: Normal Priority

[[FSC99B.DOC : 3381 in FSC99B.DOC]]

CC: Macleod, Stephen

51859 0932